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**A STUDY ON THE DETERMINANTS OF BRAND LOYALTY  
IN SPORT SHOES AMONG STUDENTS**



**MASTER OF SCIENCE MANAGEMENT**

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A STUDY ON THE DETERMINANTS OF BRAND LOYALTY  
IN SPORT SHOES AMONG STUDENTS



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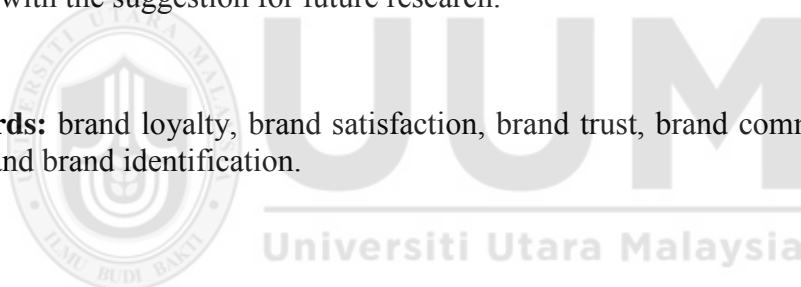
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## ABSTRACT

The purpose of the study is to explore the influence of brand satisfaction, brand trust, brand community, word of mouth and brand identification on brand loyalty in sports shoes among university students. A conceptual model was established based on existing literature to test the relationship between the variables of the study. A survey design using simple random sampling was used. A sample of 319 university students participated in this study. The results of correlation and regression analysis shows that all five independent variables (brand satisfaction, brand trust, brand community, word of mouth and brand identification) have a significant relationship and influenced brand loyalty in sports shoes among university students. The results also show that brand satisfaction is the most influential factor on brand loyalty related sports shoes among students. Hence, the proposed model offers a greater understanding of how brand satisfaction, brand trust, brand community, word of mouth and brand identification can be improve the brand loyalty among university students. Based on the result of this study, brand owners should produce good quality products to fulfil the customer needs and enhance customers loyal with the brand. Furthermore, managers need to build good relationships with the customers in order to build customer loyalty to the brand. Finally, limitations of the study were discussed in tandem with the suggestion for future research.

**Keywords:** brand loyalty, brand satisfaction, brand trust, brand community, word of mouth and brand identification.



## ABSTRAK

Tujuan kajian ini adalah untuk meneroka pengaruh kepuasan jenama, kepercayaan jenama, komuniti jenama, bicara mulut dan identifikasi jenama pada kasut sukan berkaitan kesetiaan jenama di kalangan pelajar Universiti Utara Malaysia. Model konseptual dibentuk berdasarkan kesusasteraan sedia ada untuk menguji hubungan antara pembolehubah kajian. Dengan menggunakan reka bentuk penyelidikan tinjauan dan pensampelan rawak mudah, sampel sebanyak 319 pelajar universiti telah mengambil bahagian dalam kajian ini. Keputusan analisis korelasi dan regresi menunjukkan bahawa kesemua lima pembolehubah tidak bersandar (kepuasan jenama, kepercayaan jenama, komuniti jenama, bicara mulut dan pengenalan jenama) mempunyai hubungan serta pengaruh yang signifikan ke atas kesetiaan jenama berkaitan di kalangan pelajar universiti. Hasil dapatan juga menunjukkan bahawa kepuasan jenama adalah faktor yang paling berpengaruh ke atas kesetiaan jenama kasut sukan di kalangan pelajar-pelajar. Oleh itu, model yang dicadangkan ini menawarkan pemahaman yang lebih besar tentang bagaimana kepuasan jenama, kepercayaan jenama, komuniti jenama, bicara mulut dan pengenalan jenama dapat meningkatkan kesetiaan jenama di kalangan pelajar-pelajar universiti. Berdasarkan hasil kajian ini, pengurus perlu menghasilkan produk kasut yang berkualiti dan mengikut trend terkini supaya dapat memenuhi kehendak pelanggan dan dalam masa yang sama pelanggan dapat memberi kesetiaan terhadap jenama tersebut. Selain itu, pengurus juga perlu membina hubungan yang baik dengan pelanggan supaya dapat mencipta kesetiaan pelanggan terhadap jenama. Akhirnya, batasan kajian juga dibincangkan seiring dengan cadangan penyelidikan pada masa hadapan.

**Kata kunci:** kesetiaan jenama, kepuasan jenama, kepercayaan jenama, komuniti jenama, bicara mulut dan pengenalan jenama.

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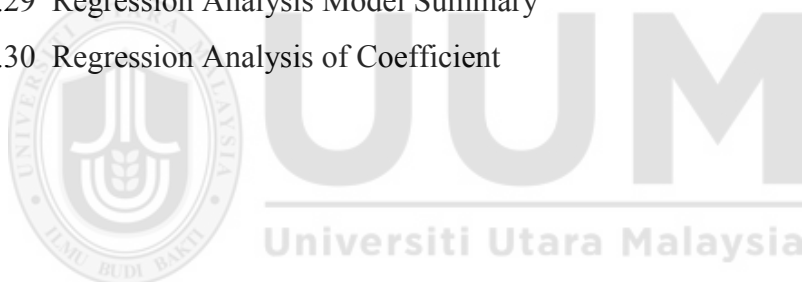
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# **CHAPTER ONE**

## **INTRODUCTION**

### **1.0 Chapter Introduction**

This study examines the factors influencing brand loyalty of sports shoes among students of Universiti Utara Malaysia. Among the factors that influence this study are brand satisfaction, brand trust, brand community, a word of mouth and brand identification. In this chapter, there are nine parts. These parts are Background of the Study, Problem Statement, Research Question, Research Objectives, Significance of Study, Scope of the Study, Operation Definition of Key Term and Organization of Study.

### **1.1 Background of the Study**

For decades, building relationships with consumers is very important for a brand to ensure long-term business success. Webster (1992) proposed that in relationship marketing, businesses need to focus on creating relationships with customers and staying in touch with customers over a long period of time. This will give many benefits to the business and strengthen the strategic source for firms. In Malaysia, there are various brands of sports shoe products regardless of brands from within the country or international brands. Malaysians especially university students follow trends related to sport shoes. They will wear sport shoes that they are attracted and even increase the confidence of the user. The factors for choosing sports shoes are also very important and should be taken into consideration by the buyer before

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## APPENDIX 1 QUESTIONNAIRE



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### **Borang Kaji Selidik Faktor-faktor yang Mempengaruhi Kesetiaan Jenama Berkaitan dengan Kasut Sukan di Kalangan Pelajar Universiti Utara Malaysia**

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Responden yang dikasihi sekalian,

Saya merupakan pelajar Ijazah Sarjana Sains (Pengurusan) dari Universiti Utara Malaysia. Saya sedang menjalankan satu kajian mengenai faktor-faktor yang mempengaruhi kesetiaan jenama berkaitan dengan kasut sukan di kalangan pelajar Universiti Utara Malaysia. Saya mengharapkan kerjasama anda untuk meluangkan sedikit masa untuk menjawab soal selidik ini. Saya berharap anda dapat memberikan jawapan yang jujur untuk soal selidik ini. Untuk makluman, semua data yang dikumpul dan dianalisa adalah sulit serta digunakan untuk kajian ini sahaja. Untuk sebarang pertanyaan berkaitan soal selidik ini, anda boleh menghubungi saya pada maklumat yang disediakan dibawah. Terima kasih atas masa yang diluangkan untuk mengisi borang ini dan kerjasama yang baik daripada anda amatlah saya hargai.

Berikut merupakan butiran-butiran saya sebagai rujukan anda:

|                       |  |
|-----------------------|--|
| <b>Nama</b>           | Nor Azah binti Abdul Aziz                                      |
| <b>Nombor matrik</b>  | 823603   |
| <b>Program</b>        | Sarjana Sains (Pengurusan)                                     |
| <b>Nombor telefon</b> | 010 – 222 5474   |
| <b>Emel</b>           | <a href="mailto:norazah031@gmail.com">norazah031@gmail.com</a> |

## BAHAGIAN A

**Arahan :** Sila tandakan (/) dan nyatakan jawapan anda di ruangan yang disediakan.

1. Jantina  
☐ Lelaki  
☐ Perempuan
2. Umur (Nyatakan) \_\_\_\_\_
3. Semester (Nyatakan) \_\_\_\_\_
4. Program (Nyatakan) \_\_\_\_\_
5. Bangsa (Nyatakan) \_\_\_\_\_
6. Agama (Nyatakan) \_\_\_\_\_
7. Negeri tempat lahir (Nyatakan) \_\_\_\_\_

## BAHAGIAN B

Sila nyatakan jenama yang anda minat semasa membeli kasut sukan. (Pilih satu jenama sahaja)

- ☐  
☐  
☐  
☐  
☐  
☐

Nike  
 Adidas  
 Puma  
 Sneakers  
 Converse  
 Lain-lain (Nyatakan) \_\_\_\_\_

Berdasarkan kepada jenama yang anda pilih pada soalan di atas, sila nyatakan tahap persetujuan anda di bawah.

**Arahan:** Berdasarkan skala 1 (amat tidak setuju) sehingga 6 (amat setuju), sila tandakan (/) jawapan anda pada soalan-soalan berikut:

| 1                 | 2                   | 3            | 4      | 5             | 6           |
|-------------------|---------------------|--------------|--------|---------------|-------------|
| Amat tidak setuju | Sangat tidak setuju | Tidak setuju | Setuju | Sangat setuju | Amat setuju |

|   | Soalan   | 1 | 2 | 3 | 4 | 5 | 6 |
|---|--|---|---|---|---|---|---|
| 1 | Saya berhasrat untuk membeli produk jenama ini pada masa akan datang.                              | 1 | 2 | 3 | 4 | 5 | 6 |
| 2 | Saya berhasrat untuk membeli produk lain di atas jenama ini.                                       | 1 | 2 | 3 | 4 | 5 | 6 |
| 3 | Saya menganggap produk jenama ini sebagai pilihan pertama saya dalam kategori ini.                 | 1 | 2 | 3 | 4 | 5 | 6 |
| 4 | Jika saya memerlukan produk ini pada masa akan datang, saya akan membeli produk jenama ini sahaja. | 1 | 2 | 3 | 4 | 5 | 6 |

|    |  |   |   |   |   |   |   |
|----|--|---|---|---|---|---|---|
| 5  | Saya akan terus menjadi pelanggan setia untuk produk jenama ini.   | 1 | 2 | 3 | 4 | 5 | 6 |
| 6  | Saya menyampaikan maklumat yang positif mengenai produk jenama ini kepada orang lain.                                | 1 | 2 | 3 | 4 | 5 | 6 |
| 7  | Saya teruja untuk mendapatkan produk jenama ini berbanding dengan jenama lain.                                       | 1 | 2 | 3 | 4 | 5 | 6 |
| 8  | Saya sangat berminat dengan produk jenama ini berbanding dengan jenama lain.   | 1 | 2 | 3 | 4 | 5 | 6 |
| 9  | Sangat penting bagi saya untuk membeli produk jenama ini berbanding dengan jenama lain.                              | 1 | 2 | 3 | 4 | 5 | 6 |
| 10 | Saya akan sentiasa pastikan bahawa saya akan membeli produk jenama ini secara konsisten daripada produk jenama lain. | 1 | 2 | 3 | 4 | 5 | 6 |
| 11 | Saya sanggup membayar harga yang lebih untuk produk jenama ini.  | 1 | 2 | 3 | 4 | 5 | 6 |
| 12 | Saya akan terus menggunakan produk jenama ini kerana saya sangat berpuas hati.                                       | 1 | 2 | 3 | 4 | 5 | 6 |
| 13 | Saya akan menggunakan produk jenama ini walaupun produk jenama lain memberi tawaran istimewa kepada saya.            | 1 | 2 | 3 | 4 | 5 | 6 |
| 14 | Saya amat berpuas hati dengan produk jenama ini.   | 1 | 2 | 3 | 4 | 5 | 6 |
| 15 | Saya sangat gembira dengan jenama ini.   | 1 | 2 | 3 | 4 | 5 | 6 |
| 16 | Produk jenama ini berfungsi dengan baik untuk memenuhi keperluan saya.   | 1 | 2 | 3 | 4 | 5 | 6 |
| 17 | Produk-produk yang dijual oleh jenama ini sangat memuaskan.  | 1 | 2 | 3 | 4 | 5 | 6 |
| 18 | Saya percaya bahawa menggunakan produk jenama ini merupakan pengalaman yang sangat memuaskan.                        | 1 | 2 | 3 | 4 | 5 | 6 |
| 19 | Saya membuat keputusan yang tepat apabila saya memutuskan untuk menggunakan produk jenama ini.                       | 1 | 2 | 3 | 4 | 5 | 6 |
| 20 | Produk jenama ini memenuhi harapan saya.   | 1 | 2 | 3 | 4 | 5 | 6 |
| 21 | Saya rasa yakin dengan produk jenama ini.  | 1 | 2 | 3 | 4 | 5 | 6 |
| 22 | Produk jenama ini tidak pernah mengecewakan saya.  | 1 | 2 | 3 | 4 | 5 | 6 |
| 23 | Produk jenama ini menjamin kepuasan pembeli.   | 1 | 2 | 3 | 4 | 5 | 6 |
| 24 | Produk jenama ini dapat menyelesaikan masalah saya.  | 1 | 2 | 3 | 4 | 5 | 6 |
| 25 | Komuniti produk jenama ini memberi saya keseronokan.   | 1 | 2 | 3 | 4 | 5 | 6 |
| 26 | Saya berasa gembira apabila saya menyertai komuniti produk jenama ini.   | 1 | 2 | 3 | 4 | 5 | 6 |
| 27 | Saya percaya kepada komuniti produk jenama ini.  | 1 | 2 | 3 | 4 | 5 | 6 |
| 28 | Saya bergantung kepada komuniti produk jenama ini untuk mendapatkan maklumat.  | 1 | 2 | 3 | 4 | 5 | 6 |
| 29 | Komuniti produk jenama ini adalah komuniti   | 1 | 2 | 3 | 4 | 5 | 6 |

|    |   |   |   |   |   |   |   |
|----|---|---|---|---|---|---|---|
|    | yang jujur.   |   |   |   |   |   |   |
| 30 | Saya akan sentiasa berada di dalam komuniti produk jenama ini secara berterusan.                    | 1 | 2 | 3 | 4 | 5 | 6 |
| 31 | Saya akan bertukar pendapat dengan ahli komuniti produk jenama ini.                                 | 1 | 2 | 3 | 4 | 5 | 6 |
| 32 | Saya akan mengumpulkan maklumat melalui komuniti produk jenama ini.                                 | 1 | 2 | 3 | 4 | 5 | 6 |
| 33 | Saya sering memberitahu orang lain mengenai produk jenama ini.                                      | 1 | 2 | 3 | 4 | 5 | 6 |
| 34 | Saya akan mencadangkan produk jenama ini kepada orang lain.   | 1 | 2 | 3 | 4 | 5 | 6 |
| 35 | Saya akan meninggalkan komen positif tentang produk jenama ini kepada orang lain.                   | 1 | 2 | 3 | 4 | 5 | 6 |
| 36 | Saya akan memberitahu orang lain tentang pengalaman saya menggunakan produk jenama ini.             | 1 | 2 | 3 | 4 | 5 | 6 |
| 37 | Saya akan memberi nasihat mengenai produk jenama ini kepada orang lain.                             | 1 | 2 | 3 | 4 | 5 | 6 |
| 38 | Saya berminat dengan pendapat orang lain tentang produk jenama ini.                                 | 1 | 2 | 3 | 4 | 5 | 6 |
| 39 | Apabila seseorang memuji produk jenama ini, saya berasa kagum.                                      | 1 | 2 | 3 | 4 | 5 | 6 |
| 40 | Apabila saya bercakap tentang produk jenama ini, saya biasanya mengatakan "kami" bukannya "mereka". | 1 | 2 | 3 | 4 | 5 | 6 |
| 41 | Jika cerita dalam media mengkritik produk jenama ini, saya akan berasa malu.                        | 1 | 2 | 3 | 4 | 5 | 6 |
| 42 | Apabila seseorang mengkritik produk jenama ini, saya merasakan ianya penghinaan terhadap diri saya. | 1 | 2 | 3 | 4 | 5 | 6 |

## APPENDIX 2 RELIABILITY FOR PILOT TEST

### (a) Brand Loyalty

#### Case Processing Summary

|       |                       | N  | %     |
|-------|-----------------------|----|-------|
| Cases | Valid                 | 50 | 100.0 |
|       | Excluded <sup>a</sup> | 0  | .0    |
|       | Total                 | 50 | 100.0 |

a. Listwise deletion based on all variables in the procedure.

#### Reliability Statistics

|            |            |
|------------|------------|
| Cronbach's |            |
| Alpha      | N of Items |
| .938       | 13         |

### (b) Brand Satisfaction

#### Case Processing Summary

|       |                       | N  | %     |
|-------|-----------------------|----|-------|
| Cases | Valid                 | 50 | 100.0 |
|       | Excluded <sup>a</sup> | 0  | .0    |
|       | Total                 | 50 | 100.0 |

a. Listwise deletion based on all variables in the procedure.

#### Reliability Statistics

|            |            |
|------------|------------|
| Cronbach's |            |
| Alpha      | N of Items |
| .933       | 6          |

### (c) Brand Trust

#### Case Processing Summary

|       |                       | N  | %     |
|-------|-----------------------|----|-------|
| Cases | Valid                 | 50 | 100.0 |
|       | Excluded <sup>a</sup> | 0  | .0    |
|       | Total                 | 50 | 100.0 |

a. Listwise deletion based on all variables in the procedure.

#### Reliability Statistics

|            |            |
|------------|------------|
| Cronbach's |            |
| Alpha      | N of Items |
| .939       | 5          |

#### (d) Brand Community

##### Case Processing Summary

|       |                       | N  | %     |
|-------|-----------------------|----|-------|
| Cases | Valid                 | 50 | 100.0 |
|       | Excluded <sup>a</sup> | 0  | .0    |
|       | Total                 | 50 | 100.0 |

a. Listwise deletion based on all variables in the procedure.

##### Reliability Statistics

|            |            |
|------------|------------|
| Cronbach's |            |
| Alpha      | N of Items |
| .958       | 8          |

#### (e) Word of Mouth

##### Case Processing Summary

|       |                       | N  | %     |
|-------|-----------------------|----|-------|
| Cases | Valid                 | 50 | 100.0 |
|       | Excluded <sup>a</sup> | 0  | .0    |
|       | Total                 | 50 | 100.0 |

a. Listwise deletion based on all variables in the procedure.

##### Reliability Statistics

|            |            |
|------------|------------|
| Cronbach's |            |
| Alpha      | N of Items |
| .916       | 5          |

#### (f) Brand Identification

##### Case Processing Summary

|       |                       | N  | %     |
|-------|-----------------------|----|-------|
| Cases | Valid                 | 50 | 100.0 |
|       | Excluded <sup>a</sup> | 0  | .0    |
|       | Total                 | 50 | 100.0 |

a. Listwise deletion based on all variables in the procedure.

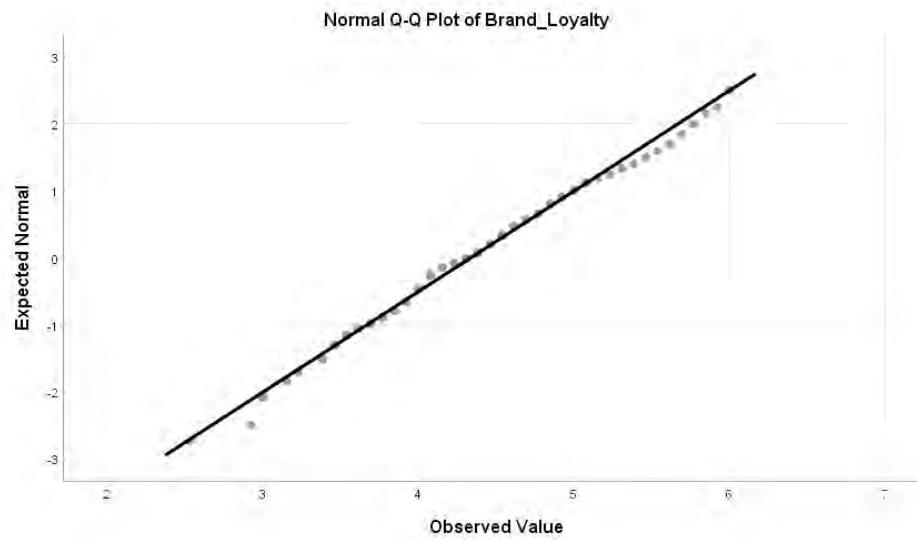
##### Reliability Statistics

|            |            |
|------------|------------|
| Cronbach's |            |
| Alpha      | N of Items |
| .857       | 5          |



### APPENDIX 3 NORMALITY TEST

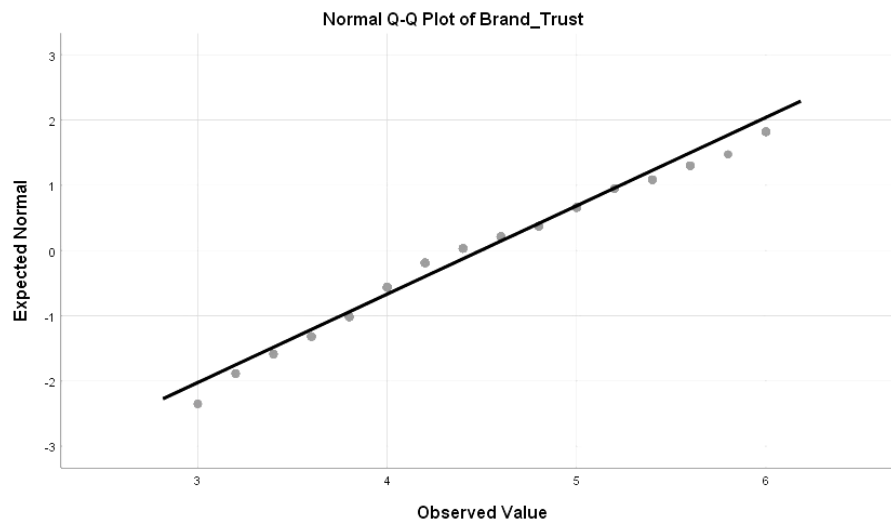
#### (a) Brand Loyalty



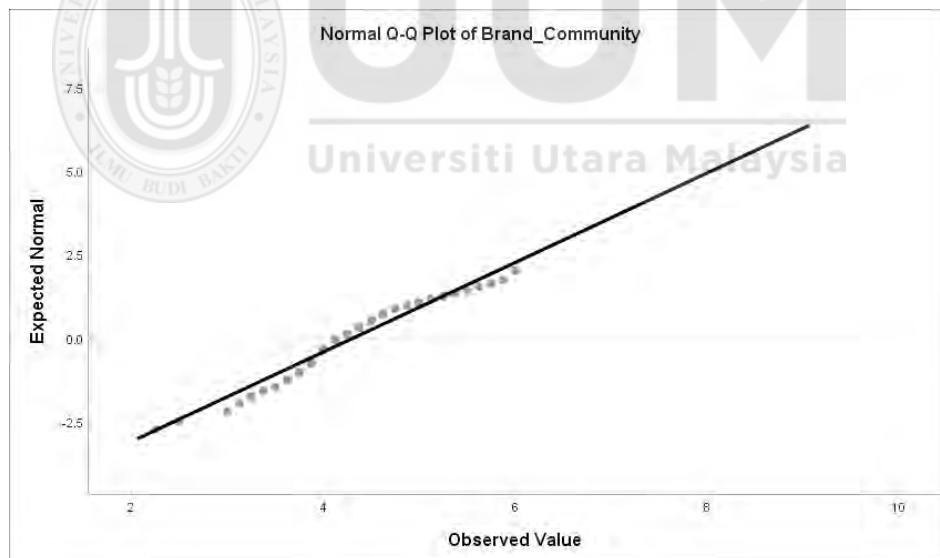
#### (b) Brand Satisfaction



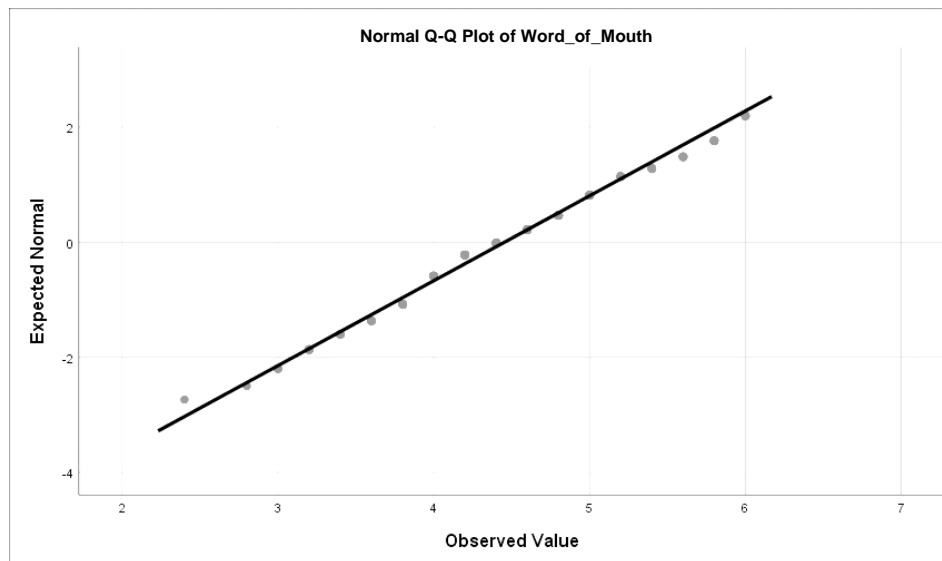
### (c) Brand Trust



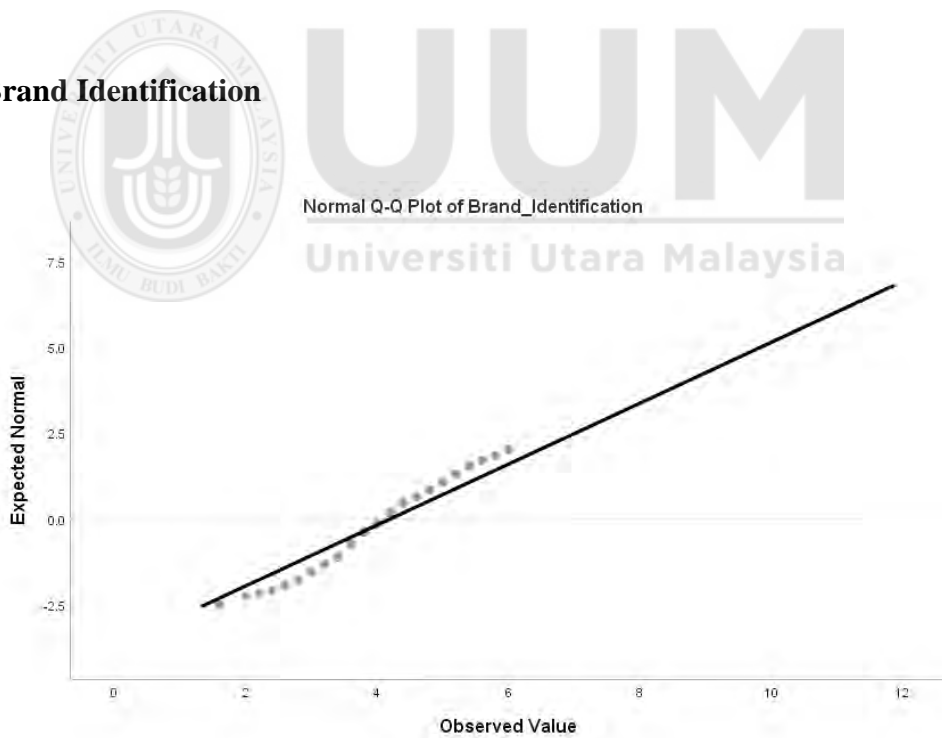
### (d) Brand Community



**(e) Word of Mouth**



**(f) Brand Identification**



## APPENDIX 4 RELIABILITY FOR REAL DATA

### (a) Brand Loyalty

#### Case Processing Summary

|       |                       | N   | %     |
|-------|-----------------------|-----|-------|
| Cases | Valid                 | 319 | 100.0 |
|       | Excluded <sup>a</sup> | 0   | .0    |
|       | Total                 | 319 | 100.0 |

a. Listwise deletion based on all variables in the procedure.

#### Reliability Statistics

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|------------------|--|------------|
| .910             | .911   | 10         |

#### Item-Total Statistics

|     | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Squared Multiple Correlation | Cronbach's Alpha if Item Deleted |
|-----|----------------------------|--------------------------------|----------------------------------|------------------------------|----------------------------------|
| L1  | 38.57                      | 45.516                         | .629                             | .538                         | .904                             |
| L3  | 38.75                      | 43.766                         | .685                             | .549                         | .901                             |
| L4  | 39.39                      | 43.660                         | .656                             | .535                         | .903                             |
| L5  | 39.26                      | 43.520                         | .735                             | .624                         | .898                             |
| L7  | 38.96                      | 44.628                         | .705                             | .617                         | .900                             |
| L8  | 38.92                      | 43.568                         | .748                             | .648                         | .897                             |
| L9  | 39.39                      | 43.357                         | .726                             | .617                         | .898                             |
| L10 | 39.54                      | 44.771                         | .657                             | .526                         | .902                             |
| L11 | 39.49                      | 44.704                         | .585                             | .393                         | .907                             |
| L12 | 39.02                      | 44.207                         | .635                             | .464                         | .904                             |

## (b) Brand Satisfaction

### Case Processing Summary

|       |                       | N   | %     |
|-------|-----------------------|-----|-------|
| Cases | Valid                 | 319 | 100.0 |
|       | Excluded <sup>a</sup> | 0   | .0    |
|       | Total                 | 319 | 100.0 |

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|------------------|--|------------|
| .876             | .877   | 5          |

### Item-Total Statistics

|    | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Squared Multiple Correlation | Cronbach's Alpha if Item Deleted |
|----|----------------------------|--------------------------------|----------------------------------|------------------------------|----------------------------------|
| S1 | 18.59                      | 8.042                          | .717                             | .548                         | .847                             |
| S2 | 18.46                      | 8.318                          | .777                             | .617                         | .832                             |
| S3 | 18.56                      | 8.285                          | .687                             | .487                         | .854                             |
| S5 | 18.54                      | 9.048                          | .658                             | .467                         | .860                             |
| S6 | 18.56                      | 8.442                          | .697                             | .501                         | .851                             |

**(c) Brand Trust**

**Case Processing Summary**

|       |                       | N   | %     |
|-------|-----------------------|-----|-------|
| Cases | Valid                 | 319 | 100.0 |
|       | Excluded <sup>a</sup> | 0   | .0    |
|       | Total                 | 319 | 100.0 |

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|------------------|--|------------|
| .853             | .857   | 5          |

**Item-Total Statistics**

|    | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Squared Multiple Correlation | Cronbach's Alpha if Item Deleted |
|----|----------------------------|--------------------------------|----------------------------------|------------------------------|----------------------------------|
| T1 | 18.03                      | 9.289                          | .663                             | .482                         | .824                             |
| T2 | 17.89                      | 9.108                          | .722                             | .600                         | .810                             |
| T3 | 17.99                      | 8.299                          | .719                             | .556                         | .809                             |
| T4 | 17.83                      | 9.397                          | .677                             | .460                         | .822                             |
| T5 | 18.14                      | 9.113                          | .572                             | .364                         | .850                             |

**(d) Brand Community**

**Case Processing Summary**

|       |                       | N   | %     |
|-------|-----------------------|-----|-------|
| Cases | Valid                 | 319 | 100.0 |
|       | Excluded <sup>a</sup> | 0   | .0    |
|       | Total                 | 319 | 100.0 |

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|------------------|--|------------|
| .834             | .834   | 5          |

**Item-Total Statistics**

|    | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Squared Multiple Correlation | Cronbach's Alpha if Item Deleted |
|----|----------------------------|--------------------------------|----------------------------------|------------------------------|----------------------------------|
| C1 | 17.14                      | 7.742                          | .639                             | .487                         | .799                             |
| C2 | 17.28                      | 7.448                          | .683                             | .513                         | .786                             |
| C3 | 17.20                      | 7.370                          | .689                             | .494                         | .784                             |
| C5 | 17.21                      | 7.936                          | .605                             | .412                         | .808                             |
| C6 | 17.43                      | 7.932                          | .554                             | .340                         | .823                             |

(e) Word of Mouth

**Case Processing Summary**

|       |                       | N   | %     |
|-------|-----------------------|-----|-------|
| Cases | Valid                 | 319 | 100.0 |
|       | Excluded <sup>a</sup> | 0   | .0    |
|       | Total                 | 319 | 100.0 |

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|------------------|--|------------|
| .842             | .842   | 4          |

**Item-Total Statistics**

|    | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Squared Multiple Correlation | Cronbach's Alpha if Item Deleted |
|----|----------------------------|--------------------------------|----------------------------------|------------------------------|----------------------------------|
| W2 | 13.38                      | 5.016                          | .596                             | .377                         | .834                             |
| W3 | 13.34                      | 4.584                          | .740                             | .564                         | .772                             |
| W4 | 13.36                      | 4.463                          | .763                             | .593                         | .761                             |
| W5 | 13.44                      | 5.008                          | .613                             | .401                         | .827                             |



**(f) Brand Identification**

**Case Processing Summary**

|       |                       | N   | %     |
|-------|-----------------------|-----|-------|
| Cases | Valid                 | 318 | 99.7  |
|       | Excluded <sup>a</sup> | 1   | .3    |
|       | Total                 | 319 | 100.0 |

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|------------------|--|------------|
| .319             | .669   | 5          |

**Item-Total Statistics**

|    | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Squared Multiple Correlation | Cronbach's Alpha if Item Deleted |
|----|----------------------------|--------------------------------|----------------------------------|------------------------------|----------------------------------|
| I1 | 16.55                      | 28.917                         | .240                             | .406                         | .273                             |
| I2 | 16.64                      | 27.922                         | .317                             | .443                         | .240                             |
| I3 | 16.87                      | 27.358                         | .316                             | .319                         | .229                             |
| I4 | 17.17                      | 25.996                         | .366                             | .272                         | .189                             |
| I5 | 16.79                      | 9.184                          | .114                             | .040                         | .737                             |

## APPENDIX 5 DESCRIPTIVE STATISTIC

### (a) Gender

|       |        | Gender    |         |               | Cumulative<br>Percent |
|-------|--------|-----------|---------|---------------|-----------------------|
|       |        | Frequency | Percent | Valid Percent |                       |
| Valid | Male   | 70        | 21.9    | 21.9          | 21.9                  |
|       | Female | 249       | 78.1    | 78.1          | 100.0                 |
|       | Total  | 319       | 100.0   | 100.0         |                       |

### (b) Age

|       |         | Age       |         |               | Cumulative<br>Percent |
|-------|---------|-----------|---------|---------------|-----------------------|
|       |         | Frequency | Percent | Valid Percent |                       |
| Valid | 18 - 20 | 31        | 9.7     | 9.7           | 9.7                   |
|       | 21 - 23 | 244       | 76.5    | 76.5          | 86.2                  |
|       | 24 - 26 | 43        | 13.5    | 13.5          | 99.7                  |
|       | 27 - 29 | 1         | .3      | .3            | 100.0                 |
|       | Total   | 319       | 100.0   | 100.0         |                       |

### (c) Semester

|       |            | Semester  |         |               | Cumulative<br>Percent |
|-------|------------|-----------|---------|---------------|-----------------------|
|       |            | Frequency | Percent | Valid Percent |                       |
| Valid | Semester 1 | 6         | 1.9     | 1.9           | 1.9                   |
|       | Semester 2 | 129       | 40.4    | 40.4          | 42.3                  |
|       | Semester 3 | 1         | .3      | .3            | 42.6                  |
|       | Semester 4 | 87        | 27.3    | 27.3          | 69.9                  |
|       | Semester 5 | 14        | 4.4     | 4.4           | 74.3                  |
|       | Semester 6 | 74        | 23.2    | 23.2          | 97.5                  |
|       | Semester 7 | 6         | 1.9     | 1.9           | 99.4                  |
|       | Semester 8 | 2         | .6      | .6            | 100.0                 |
|       | Total      | 319       | 100.0   | 100.0         |                       |

**(d) Program**

|       |   | Program   |         |               | Cumulative<br>Percent |
|-------|---|-----------|---------|---------------|-----------------------|
|       |   | Frequency | Percent | Valid Percent |                       |
| Valid | Bachelor of Public Management             | 17        | 5.3     | 5.3           | 5.3                   |
|       | Bachelor of Development Management        | 47        | 14.7    | 14.7          | 20.1                  |
|       | Bachelor of Business Administration       | 33        | 10.3    | 10.3          | 30.4                  |
|       | Bachelor of Science in Economics          | 10        | 3.1     | 3.1           | 33.5                  |
|       | Bachelor of Technology Management         | 13        | 4.1     | 4.1           | 37.6                  |
|       | Bachelor of Event Management              | 26        | 8.2     | 8.2           | 45.8                  |
|       | Bachelor of Law                           | 12        | 3.8     | 3.8           | 49.5                  |
|       | Bachelor of Entrepreneurship              | 10        | 3.1     | 3.1           | 52.7                  |
|       | Bachelor of Industrial Statistics         | 6         | 1.9     | 1.9           | 54.5                  |
|       | Bachelor of Marketing                     | 14        | 4.4     | 4.4           | 58.9                  |
|       | Bachelor of Human Resource Management     | 16        | 5.0     | 5.0           | 63.9                  |
|       | Bachelor of Accounting                    | 28        | 8.8     | 8.8           | 72.7                  |
|       | Bachelor of Muamalat Administration       | 6         | 1.9     | 1.9           | 74.6                  |
|       | Bachelor of Counselling                   | 1         | .3      | .3            | 74.9                  |
|       | Bachelor of Islamic Finance               | 9         | 2.8     | 2.8           | 77.7                  |
|       | Bachelor of Finance                       | 9         | 2.8     | 2.8           | 80.6                  |
|       | Bachelor of Risk Management and Insurance | 6         | 1.9     | 1.9           | 82.4                  |
|       | Bachelor of International Business        | 26        | 8.2     | 8.2           | 90.6                  |
|       | Bachelor of Information Technology        | 27        | 8.5     | 8.5           | 99.1                  |
|       | Bachelor of Science (Multimedia)          | 3         | .9      | .9            | 100.0                 |
|       | Total                                     | 319       | 100.0   | 100.0         |                       |

**(e) Race**

|       |         | Race      |         |               |                    |
|-------|---------|-----------|---------|---------------|--------------------|
|       |         | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Malay   | 265       | 83.1    | 83.1          | 83.1               |
|       | Chinese | 29        | 9.1     | 9.1           | 92.2               |
|       | Indian  | 24        | 7.5     | 7.5           | 99.7               |
|       | Others  | 1         | .3      | .3            | 100.0              |
|       | Total   | 319       | 100.0   | 100.0         |                    |

**(f) Religion**

|       |              | Religion  |         |               |                    |
|-------|--------------|-----------|---------|---------------|--------------------|
|       |              | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Islam        | 266       | 83.4    | 83.4          | 83.4               |
|       | Christianity | 2         | .6      | .6            | 84.0               |
|       | Buddhist     | 28        | 8.8     | 8.8           | 92.8               |
|       | Hindu        | 23        | 7.2     | 7.2           | 100.0              |
|       | Total        | 319       | 100.0   | 100.0         |                    |

**(g) State of Birth**

|       |              | State_of_Birth |         |               | Cumulative |
|-------|--------------|----------------|---------|---------------|------------|
|       |              | Frequency      | Percent | Valid Percent | Percent    |
| Valid | Kedah        | 62             | 19.4    | 19.4          | 19.4       |
|       | Perlis       | 13             | 4.1     | 4.1           | 23.5       |
|       | P. Pinang    | 23             | 7.2     | 7.2           | 30.7       |
|       | Perak        | 30             | 9.4     | 9.4           | 40.1       |
|       | Kelantan     | 43             | 13.5    | 13.5          | 53.6       |
|       | Terengganu   | 13             | 4.1     | 4.1           | 57.7       |
|       | Selangor     | 21             | 6.6     | 6.6           | 64.3       |
|       | Kuala Lumpur | 28             | 8.8     | 8.8           | 73.0       |
|       | Melaka       | 5              | 1.6     | 1.6           | 74.6       |
|       | N. Sembilan  | 3              | .9      | .9            | 75.5       |
|       | Pahang       | 34             | 10.7    | 10.7          | 86.2       |
|       | Johor        | 37             | 11.6    | 11.6          | 97.8       |
|       | Sarawak      | 5              | 1.6     | 1.6           | 99.4       |
|       | Sabah        | 2              | .6      | .6            | 100.0      |
|       | Total        | 319            | 100.0   | 100.0         |            |

**(h) Brand**

|       |             | Brand     |         |               | Cumulative |
|-------|-------------|-----------|---------|---------------|------------|
|       |             | Frequency | Percent | Valid Percent | Percent    |
| Valid | Nike        | 137       | 42.9    | 42.9          | 42.9       |
|       | Adidas      | 83        | 26.0    | 26.0          | 69.0       |
|       | Puma        | 22        | 6.9     | 6.9           | 75.9       |
|       | Sneakers    | 36        | 11.3    | 11.3          | 87.1       |
|       | Converse    | 33        | 10.3    | 10.3          | 97.5       |
|       | Bata        | 5         | 1.6     | 1.6           | 99.1       |
|       | New Balance | 3         | .9      | .9            | 100.0      |
|       | Total       | 319       | 100.0   | 100.0         |            |

## APPENDIX 6 DESCRIPTIVE

### (a) Descriptive (Mean and Standard Deviation for All variables)

| Descriptive Statistics |     |         |         |        |                |
|------------------------|-----|---------|---------|--------|----------------|
|                        | N   | Minimum | Maximum | Mean   | Std. Deviation |
| Brand_Loyalty          | 319 | 2.60    | 6.00    | 4.3476 | .73480         |
| Brand_Satisfaction     | 319 | 2.80    | 6.00    | 4.6357 | .71470         |
| Brand_Trust            | 319 | 3.00    | 6.00    | 4.4940 | .73830         |
| Brand_Community        | 319 | 2.20    | 6.00    | 4.3135 | .67909         |
| Word of Mouth          | 319 | 2.50    | 6.00    | 4.4600 | .70944         |
| Brand_Identification   | 319 | 2.60    | 6.00    | 4.2006 | 1.12919        |
| Valid N (listwise)     | 319 |         |         |        |                |

### (b) Brand Loyalty

| Descriptive Statistics |     |         |         |      |                |
|------------------------|-----|---------|---------|------|----------------|
|                        | N   | Minimum | Maximum | Mean | Std. Deviation |
| L1                     | 319 | 1       | 6       | 4.91 | .903           |
| L3                     | 319 | 1       | 6       | 4.72 | 1.015          |
| L4                     | 319 | 1       | 6       | 4.08 | 1.062          |
| L5                     | 319 | 1       | 6       | 4.22 | .981           |
| L7                     | 319 | 1       | 6       | 4.51 | .907           |
| L8                     | 319 | 1       | 6       | 4.56 | .962           |
| L9                     | 319 | 1       | 6       | 4.09 | 1.007          |
| L10                    | 319 | 1       | 6       | 3.94 | .946           |
| L11                    | 319 | 1       | 6       | 3.98 | 1.047          |
| L12                    | 319 | 2       | 6       | 4.46 | 1.033          |
| Valid N (listwise)     | 319 |         |         |      |                |

**(c) Brand Satisfaction**

| Descriptive Statistics |     |         |         |      |                |
|------------------------|-----|---------|---------|------|----------------|
|                        | N   | Minimum | Maximum | Mean | Std. Deviation |
| S1                     | 319 | 2       | 6       | 4.59 | .944           |
| S2                     | 319 | 2       | 6       | 4.72 | .837           |
| S3                     | 319 | 2       | 6       | 4.62 | .920           |
| S5                     | 319 | 2       | 6       | 4.64 | .785           |
| S6                     | 319 | 2       | 6       | 4.62 | .878           |
| Valid N (listwise)     | 319 |         |         |      |                |

**(d) Brand Trust**

| Descriptive Statistics |     |         |         |      |                |
|------------------------|-----|---------|---------|------|----------------|
|                        | N   | Minimum | Maximum | Mean | Std. Deviation |
| T1                     | 319 | 2       | 6       | 4.45 | .881           |
| T2                     | 319 | 2       | 6       | 4.58 | .865           |
| T3                     | 319 | 1       | 6       | 4.48 | 1.030          |
| T4                     | 319 | 2       | 6       | 4.64 | .846           |
| T5                     | 319 | 1       | 6       | 4.33 | 1.011          |
| Valid N (listwise)     | 319 |         |         |      |                |

**(e) Brand Community**

| Descriptive Statistics |     |         |         |      |                |
|------------------------|-----|---------|---------|------|----------------|
|                        | N   | Minimum | Maximum | Mean | Std. Deviation |
| C1                     | 319 | 1       | 6       | 4.43 | .858           |
| C2                     | 319 | 1       | 6       | 4.29 | .885           |
| C3                     | 319 | 2       | 6       | 4.36 | .897           |
| C5                     | 319 | 2       | 6       | 4.35 | .845           |
| C6                     | 319 | 1       | 6       | 4.13 | .896           |
| Valid N (listwise)     | 319 |         |         |      |                |

**(f) Word of Mouth**

| Descriptive Statistics |     |         |         |      |                |
|------------------------|-----|---------|---------|------|----------------|
|                        | N   | Minimum | Maximum | Mean | Std. Deviation |
| W2                     | 319 | 2       | 6       | 4.46 | .860           |
| W3                     | 319 | 2       | 6       | 4.50 | .861           |
| W4                     | 319 | 1       | 6       | 4.48 | .875           |
| W5                     | 319 | 2       | 6       | 4.40 | .848           |
| Valid N (listwise)     | 319 |         |         |      |                |

**(g) Brand Identification**

| Descriptive Statistics |     |         |         |      |                |
|------------------------|-----|---------|---------|------|----------------|
|                        | N   | Minimum | Maximum | Mean | Std. Deviation |
| I1                     | 319 | 2       | 6       | 4.46 | .864           |
| I2                     | 319 | 1       | 6       | 4.36 | .925           |
| I3                     | 319 | 1       | 6       | 4.13 | 1.039          |
| I4                     | 319 | 1       | 6       | 3.84 | 1.194          |
| I5                     | 319 | 1       | 6       | 4.22 | 4.432          |
| Valid N (listwise)     | 319 |         |         |      |                |



## APPENDIX 7 CORRELATION ANALYSIS

|                      |                     | Correlations  |                    |             |                 |               |                      |
|----------------------|---------------------|---------------|--------------------|-------------|-----------------|---------------|----------------------|
|                      |                     | Brand Loyalty | Brand Satisfaction | Brand Trust | Brand Community | Word of Mouth | Brand Identification |
| Brand Loyalty        | Pearson Correlation | 1             | .771**             | .725**      | .718**          | .516**        | .372**               |
|                      | Sig. (2-tailed)     |               | .000               | .000        | .000            | .000          | .000                 |
|                      | N                   | 319           | 319                | 319         | 319             | 319           | 318                  |
| Brand Satisfaction   | Pearson Correlation | .771**        | 1                  | .789**      | .683**          | .636**        | .297**               |
|                      | Sig. (2-tailed)     | .000          |                    | .000        | .000            | .000          | .000                 |
|                      | N                   | 319           | 319                | 319         | 319             | 319           | 318                  |
| Brand Trust          | Pearson Correlation | .725**        | .789**             | 1           | .712**          | .601**        | .412**               |
|                      | Sig. (2-tailed)     | .000          | .000               |             | .000            | .000          | .000                 |
|                      | N                   | 319           | 319                | 319         | 319             | 319           | 318                  |
| Brand Community      | Pearson Correlation | .718**        | .683**             | .712**      | 1               | .625**        | .438**               |
|                      | Sig. (2-tailed)     | .000          | .000               | .000        |                 | .000          | .000                 |
|                      | N                   | 319           | 319                | 319         | 319             | 319           | 318                  |
| Word of Mouth        | Pearson Correlation | .516**        | .636**             | .601**      | .625**          | 1             | .334**               |
|                      | Sig. (2-tailed)     | .000          | .000               | .000        | .000            |               | .000                 |
|                      | N                   | 319           | 319                | 319         | 319             | 319           | 318                  |
| Brand Identification | Pearson Correlation | .372**        | .297**             | .412**      | .438**          | .334**        | 1                    |
|                      | Sig. (2-tailed)     | .000          | .000               | .000        | .000            | .000          |                      |
|                      | N                   | 318           | 318                | 318         | 318             | 318           | 318                  |

\*\* . Correlation is significant at the 0.01 level (2-tailed).

## APPENDIX 8 REGRESSION ANALYSIS

**Model Summary<sup>b</sup>**

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | .828 <sup>a</sup> | .686     | .681              | .41372                     |

a. Predictors: (Constant), Brand\_Satisfaction, Brand\_Trust, Brand\_Community, Word\_of\_Mouth, Brand\_Identification

b. Dependent Variable: Brand\_Loyalty

**Coefficients<sup>a</sup>**

| Model                | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig. |
|----------------------|-----------------------------|------------|---------------------------|--------|------|
|                      | B                           | Std. Error | Beta                      |        |      |
| (Constant)           | .201                        | .172       |                           | 1.171  | .242 |
| Brand_Satisfaction   | .496                        | .058       | .485                      | 8.614  | .000 |
| Brand_Trust          | .159                        | .057       | .161                      | 2.810  | .005 |
| Brand_Community      | .336                        | .054       | .312                      | 6.193  | .000 |
| Word_of_Mouth        | -.109                       | .045       | -.106                     | -2.412 | .016 |
| Brand_Identification | .039                        | .023       | .060                      | 1.673  | .095 |

a. Dependent Variable: Brand\_Loyalty

## APPENDIX 9 FACTOR ANALYSIS

### (b) Brand Loyalty

#### KMO and Bartlett's Test

|  |                    |          |
|--|--------------------|----------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. |                    | .907     |
| Bartlett's Test of Sphericity                    | Approx. Chi-Square | 2102.853 |
|  | df                 | 78       |
|  | Sig.               | .000     |

#### Component Matrix<sup>a</sup>

|     | Component |       |
|-----|-----------|-------|
|     | 1         | 2     |
| L1  | .726      | .464  |
| L2  | .305      | .635  |
| L3  | .753      | .220  |
| L4  | .716      | -.211 |
| L5  | .777      | -.134 |
| L6  | .564      | .423  |
| L7  | .763      | .009  |
| L8  | .802      | .001  |
| L9  | .768      | -.374 |
| L10 | .713      | -.357 |
| L11 | .655      | -.270 |
| L12 | .717      | .114  |
| L13 | .612      | -.083 |

Extraction Method: Principal

Component Analysis.

a. 2 components extracted.

**(c) Brand Satisfaction**

**KMO and Bartlett's Test**

|  |                    |         |
|--|--------------------|---------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. |                    | .863    |
| Bartlett's Test of Sphericity                    | Approx. Chi-Square | 809.919 |
|  | df                 | 15      |
|  | Sig.               | .000    |

**Component  
Matrix<sup>a</sup>**

| Component |      |
|-----------|------|
| 1         |      |
| S1        | .819 |
| S2        | .860 |
| S3        | .799 |
| S4        | .418 |
| S5        | .782 |
| S6        | .806 |

Extraction Method:

Principal Component

Analysis.

a. 1 components

extracted.



**(d) Brand Trust**

**KMO and Bartlett's Test**

|  |                    |         |
|--|--------------------|---------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. |                    | .821    |
| Bartlett's Test of Sphericity                    | Approx. Chi-Square | 695.407 |
|  | df                 | 10      |
|  | Sig.               | .000    |

**Component  
Matrix<sup>a</sup>**

| Component |      |
|-----------|------|
| 1         |      |
| T1        | .797 |
| T2        | .842 |
| T3        | .835 |
| T4        | .801 |
| T5        | .710 |

Extraction Method:

Principal Component

Analysis.

a. 1 components

extracted.



**(e) Brand Community**

**KMO and Bartlett's Test**

|  |                    |         |
|--|--------------------|---------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. |                    | .858    |
| Bartlett's Test of Sphericity                    | Approx. Chi-Square | 897.739 |
|  | df                 | 28      |
|  | Sig.               | .000    |

**Component  
Matrix<sup>a</sup>**

|    | Component<br>1 |
|----|----------------|
| C1 | .731           |
| C2 | .748           |
| C3 | .783           |
| C4 | .212           |
| C5 | .759           |
| C6 | .727           |
| C7 | .694           |
| C8 | .698           |

Extraction Method:

Principal Component

Analysis.

a. 1 components

extracted.

**(f) Word of Mouth**

**KMO and Bartlett's Test**

|  |                    |         |
|--|--------------------|---------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. |                    | .818    |
| Bartlett's Test of Sphericity                    | Approx. Chi-Square | 650.049 |
|  | df                 | 10      |
|  | Sig.               | .000    |

**Component  
Matrix<sup>a</sup>**

| Component |      |
|-----------|------|
| 1         |      |
| W1        | .658 |
| W2        | .788 |
| W3        | .852 |
| W4        | .855 |
| W5        | .741 |

Extraction Method:

Principal Component

Analysis.

a. 1 components

extracted.



**(g) Brand Identification**

**KMO and Bartlett's Test**

|  |                    |         |
|--|--------------------|---------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. |                    | .686    |
| Bartlett's Test of Sphericity                    | Approx. Chi-Square | 331.568 |
|  | df                 | 10      |
|  | Sig.               | .000    |

**Component Matrix<sup>a</sup>**

|    | Component |       |
|----|-----------|-------|
|    | 1         | 2     |
| I1 | .762      | -.317 |
| I2 | .822      | -.147 |
| I3 | .762      | -.022 |
| I4 | .669      | .341  |
| I5 | .167      | .908  |

Extraction Method: Principal  
Component Analysis.

a. 2 components extracted.